

UMPQUA HOLDINGS CORP
Form 4
August 22, 2013

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
FARNSWORTH RON L

(Last) (First) (Middle)

ONE SW COLUMBIA STREET,
SUITE 1200

(Street)

PORTLAND, OR 97258

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
UMPQUA HOLDINGS CORP
[UMPQ]

3. Date of Earliest Transaction
(Month/Day/Year)
08/21/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
EVP/CFO

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	08/21/2013		M		12,000	A	\$ 9.23
Common Stock	08/21/2013		F		6,507 (1)	D	\$ 17.02
Common Stock	08/21/2013		F		3,259 (2)	D	\$ 17.02
Common Stock	08/21/2013		M		10,000	A	\$ 11.59
Common Stock	08/21/2013		F		6,809 (1)	D	\$ 17.02

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Common Stock	08/21/2013	F	1,893 (2)	D	\$ 17.02	95,031	D	
Common Stock	08/21/2013	M	24,000	A	\$ 11.89	119,031	D	
Common Stock	08/21/2013	F	16,766 (1)	D	\$ 17.02	102,265	D	
Common Stock	08/21/2013	F	4,293 (2)	D	\$ 17.02	97,972	D	
Common Stock	08/21/2013	M	20,000	A	\$ 15.5	117,972	D	
Common Stock	08/21/2013	F	18,213 (1)	D	\$ 17.02	99,759	D	
Common Stock	08/21/2013	F	1,060 (2)	D	\$ 17.02	98,699	D	
Common Stock	08/21/2013	J	23	A	(3)	1,116 (4)	I	by 401(k)
Common Stock						4,179	I	by IRA
Common Stock						2,274	I	by Spouse IRA

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 9.23	08/21/2013		M	12,000	02/02/2010(5)	02/01/2019	Common Stock
Non-Qualified	\$ 11.59	08/21/2013		M	10,000	07/21/2009(6)	07/20/2018	Common

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- (8) Option granted 1/31/2011. The options vest three years following the grant date to the extent that the issuer's total shareholder return achieves specified targets as compared with the KRXTR regional bank stock index.

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